



SERVICES CULTURE ÉDITIONS
RESSOURCES POUR
L'ÉDUCATION NATIONALE

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session 2011

SESSION 2011

BTS TERTIAIRES – GROUPE 1

ÉPREUVE ÉCRITE DE LANGUE VIVANTE

ANGLAIS

Durée : 2 heures

Management des unités commerciales		coefficient 1,5
Assurance		coefficient 1
Banque		coefficient 1
Communication		coefficient 2
Professions immobilières		coefficient 1
Notariat		coefficient 1

Dictionnaire bilingue autorisé

Sauf

Communication : dictionnaire unilingue autorisé

Calculatrice interdite

TRAVAIL À FAIRE PAR LE CANDIDAT

I. COMPREHENSION

10 points

A rédiger en **FRANÇAIS**

Après avoir lu attentivement l'article, vous en dégagerez les idées essentielles en 200 mots (+ ou - 10%).

Vous indiquerez le nombre de mots utilisés.

Toute présentation sous forme de notes sera pénalisée.

II. EXPRESSION

10 points

Vous devez répondre aux deux questions en **ANGLAIS**.

5 points

- A. "If you don't show up on Google, you don't exist." (l.34-35) Do you think everyone (private individuals, employees, public figures and companies) should publish information about themselves on the Internet?

(100 words minimum)

5 points

- B. Is life without the Internet possible today? Think about how you use the Internet in your professional and private life and give examples to illustrate your answer.

(100 words minimum)

Remember — the Internet never forgets!

A recent survey by Microsoft finds three-quarters of American recruiters and human resources professionals perform online searches into the activities of potential employees.

- 1 Most people have learned — some the hard way — that the Internet's memory makes elephants look forgetful.
"The Internet makes everyone a public figure," says Michael Fertik, CEO of the online image management firm ReputationDefender, of which an estimated 97% of
- 5 clients are ordinary citizens.
"Even if you don't put a lot of stuff about yourself online, someone else is doing it for you ... So you either do something about it, or learn to live with it."
Fertik's customers pay his company anywhere from \$4 per month to \$1,000 per year to help manage personal Google search results, remove their names from
- 10 corporate databases, perform online damage-control, and closely monitor their Internet footprints.
Because someone, somewhere, will be following that same electronic trail in deciding whether they want those people as co-workers, students, or even Saturday-night dates.
- 15 A recent survey by Microsoft, for instance, finds three-quarters of American recruiters and human resources professionals perform online searches into the activities of potential employees.
The Internet startup Klout will analyze a person's social influence and authority based on their Twitter account. Pipl scours online photos, public records, court
- 20 documents, academic journals and forum postings to reveal a person's "deep-web" history.
Even a basic Facebook search can turn up surprisingly intimate results, with many users having inadvertently left parts, or all, of their personal profiles open to the public.
- 25 And as more and more of these reputation queries are performed, experts say companies will probably seek a one-stop shopping source for aggregated information — think eBay star ratings, social media activities, old blog entries, comments made in online discussion groups, and cached documents.
This possibility is so likely, in fact, that there's already speculation about how the
- 30 system could be legally navigated. Harvard cyber law professor Jonathan Zittrain supports the idea of being able to declare "reputation bankruptcy", wiping clean the digital slate to start fresh every 10 years or so.
"We don't trust people who are blank slates these days," says Sidneyeve Matrix, professor of media at Queen's University in Kingston, Ont. "It's like that saying, 'If
- 35 you don't show up on Google, you don't exist."
"The problem with reputation reformatting, or a digital reset, is that information about us exists on privately owned and corporate servers," says Matrix. "So we can never really erase everything."

Misty Harris, *Postmedia News* (adapted)
August 4, 2010